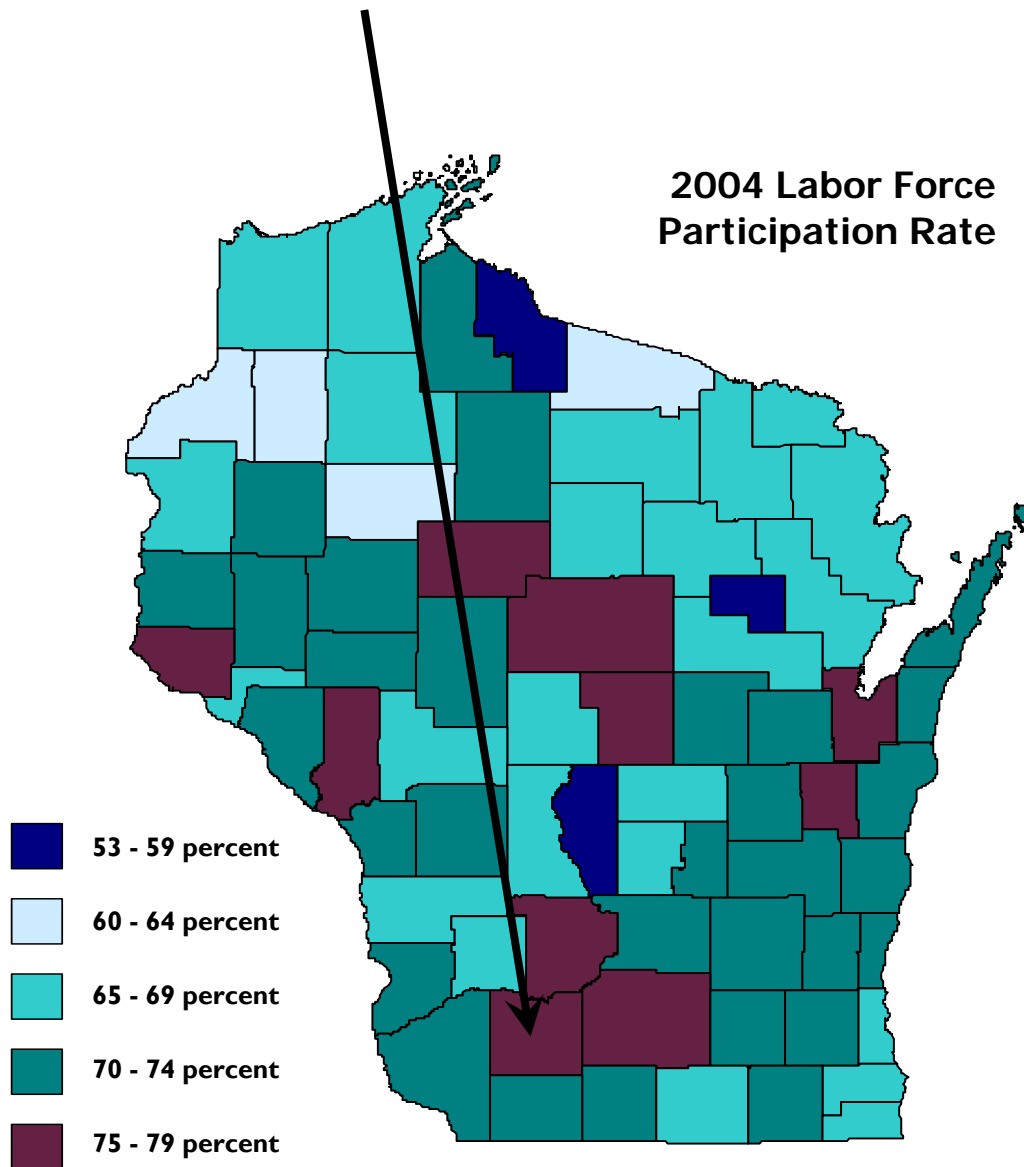


Iowa County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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OEA-10617-P

County Population and Labor Force

Iowa County has added just over 1,000 more residents from 2000-2005 for a faster than state average growth rate of 4.4 percent. The growth was evenly balanced between net migration and natural change as more residents moved into the county than moved away, and there were more births than deaths of Iowa County residents. Iowa County is part of the Madison Metropolitan Statistical Area chiefly because 25 percent of its workforce commutes into Dane County. This is important to note because many of those who have moved into Iowa County previously lived in adjacent Dane County and likely have kept their Dane County employment, strengthening the economic integration of these two counties.

Iowa's residential age composition is very close to state and national averages from a broad age-group perspective. Its median age in 2004, 38.9 years, is older than Wisconsin's, 37.5 years, but for all intents and purposes, its residential base resembles Wisconsin. Population projections to year 2020 show that Iowa County will become comparatively sparser in its youngest working-age population, those ages 16-24, and sparser in those in their prime working years, ages 25-59 years. Residents ages 60 years and older will increase from about one of every five Iowa County residents currently, to almost one of every three by year 2020. The majority of the 60 and older contingent will not be in the county's labor force.

Iowa's current labor force participation rate (LFPR), at close to 78 percent is one of the state's highest and is signifi-

Population and Labor Force

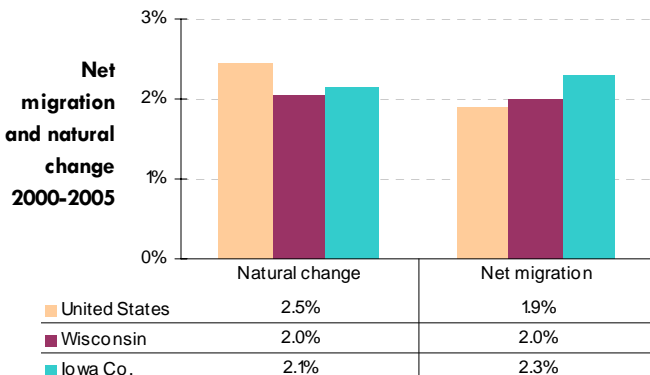
	United States	Wisconsin	Iowa County
Total population in 2000	281,424,602	5,363,715	22,780
Population est. Jan. 1, 2005	295,160,302	5,580,757	23,789
Change	13,735,700	217,042	1,009
% change	4.9%	4.0%	4.4%
2005 Labor force population*	224,837,000	4,339,938	18,504
Share of total population	76.2%	78%	77.8%
Labor force	147,125,000	3,071,179	14,376
Labor force participation rate	65.4%	70.8%	77.7%
2005 Population 16 yrs. & over	228,621,674	4,417,313	18,701
16-24 yrs old	37,489,370	743,764	3,024
Share of population 16+ yrs	16.4%	16.8%	16.2%
25-59 yrs old	142,248,896	2,708,865	11,625
Share of population 16+ yrs	62.2%	61.3%	62.2%
60 yrs and older	48,883,408	964,684	4,052
Share of population 16+ yrs	21.4%	21.8%	21.7%
Projected population: 2020	335,804,546	6,110,878	25,907
Population 16 yrs. & over	264,085,104	4,869,573	20,680
16-24 yrs old	37,918,865	681,586	2,395
Share of population 16+ yrs	14.4%	14.0%	11.6%
25-59 yrs old	150,678,402	2,756,884	12,118
Share of population 16+ yrs	57.1%	56.6%	58.6%
60 yrs and older	75,487,837	1,431,103	6,167
Share of population 16+ yrs	28.6%	29.4%	29.8%

* civilian population 16 yrs. and older not in an institution

Five largest municipalities in Iowa County

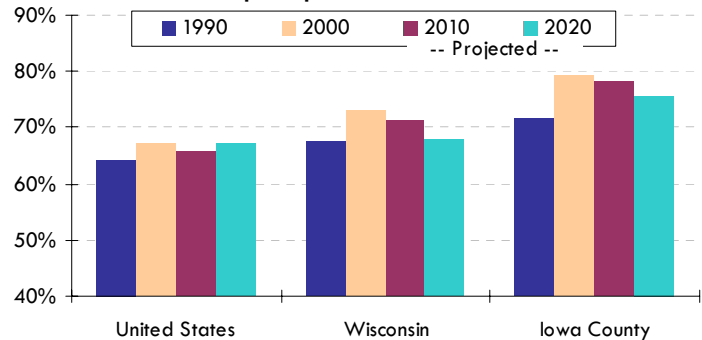
	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Iowa County	22,780	23,789	1,009	4.4%
Dodgeville, City	4,220	4,559	339	8.0%
Mineral Point, City	2,617	2,640	23	0.9%
Dodgeville, Town	1,407	1,609	202	14.4%
Arena, Town	1,444	1,485	41	2.8%
Barneveld, Village	1,088	1,184	96	8.8%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

cantly higher than the state and national averages. Total labor force participation is likely to decline in the coming decades due to the county's aging population, though it is forecasted to remain considerably higher than both the state and national averages.

Revised Labor Force

Labor force estimates published by DWD and the U.S. Bureau of Labor Statistics from 1990 to 2004 have been revised to reflect population trends revealed by the 2000 Census. The revisions have been quite significant in some counties so readers who keep logs of this data are encouraged to confirm that they have the most recently revised data. Readers are also encouraged to contact the author if they have questions about these revisions.

Iowa County is usually mentioned among Wisconsin's counties with the lowest unemployment rates. Its 2004 annual average rate of 3.9 percent ranked third lowest behind Ozaukee and Dane counties at 3.6 and 3.1 percent, respectively. Iowa's labor force was fairly resilient during the 2001 recession. Ironically, the immediate years after the end of a recession often post higher unemployment rates than the recession period itself, but Iowa County's number of unemployed remained fairly steady relative other regions in Wisconsin. The number of its employed residents has steadily grown in most years from 1990-2004.

Iowa County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	11,851	11,387	464	3.9%
1991	12,749	12,172	577	4.5%
1992	12,660	12,087	573	4.5%
1993	12,831	12,304	527	4.1%
1994	13,405	12,875	530	4.0%
1995	13,397	12,869	528	3.9%
1996	13,424	12,918	506	3.8%
1997	13,538	13,059	479	3.5%
1998	13,976	13,530	446	3.2%
1999	13,771	13,362	409	3.0%
2000	13,681	13,293	388	2.8%
2001	14,008	13,515	493	3.5%
2002	14,073	13,494	579	4.1%
2003	14,145	13,532	613	4.3%
2004	14,376	13,814	562	3.9%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

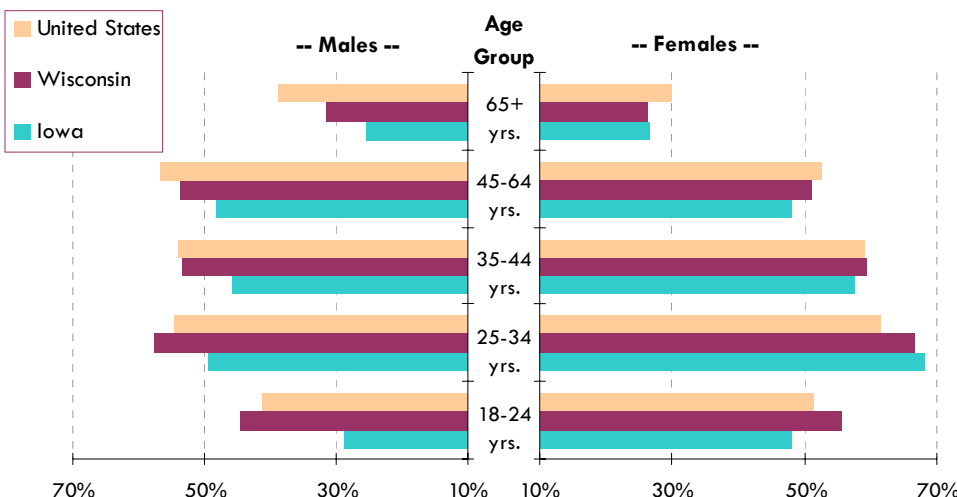
This section examines post-high school educational attainment by age and gender. It accounts for all attempted formal education at the college level, whether it did or did not result in degree completion. Generally speaking, younger females are more likely than younger males to continue their education past high school, though this level of educational pursuit is lower among both genders in Iowa county compared to the

state and national averages with the exception of Iowa County females age 25 to 34 years. The gender gap is particularly wide in the youngest cohorts; those ages 18-24 and ages 25-34 where females have almost 20 percentage points higher attainment rates than males.

The reasons for variation between the genders is mostly rooted in 'opportunity'. Basically, males have had more choices among economically feasible careers not requiring post-secondary education such as in the male-dominated manufacturing industry, while higher-wage choices for females typically have required some formal education.

A larger share of today's newly created jobs, and an even higher share of them in the future, require some form of post-secondary educational attainment. Wisconsin's growth industries, such as educational services and health services, are mostly a female workforce. Perhaps 75 percent of these industries' employment, combined, are female. Most of the workers in these industries will need some post-secondary education.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

The overall, annual average wage paid in Iowa County, \$29,522, is 85 percent of the state's average. A few of Iowa County's industry sectors paid higher than the statewide average: natural resources (117% of the statewide average); trade, transportation and utilities (108%); and other services (104%). The lowest paying on a relative-to-state basis was information at 54 percent of the statewide average. Construction paid the county's highest annual average wages in 2004, while leisure and hospitality paid the lowest.

The graph below outlines the county's total employment and total wages paid by industry sector in 2004. There is no other county in Wisconsin that shows such predominant employment in a single industry sector than the trade, transportation and utilities (TTU) employment in Iowa County. Fifty-three percent of the county's total employment is in TTU and it accounts for 58 percent of the total wages paid the county's employers. This sector paid over 189 million dollars in wages and salary in 2004. The county's second largest employing sector is education and health services at just over 15 percent of total employment.

Total TTU employment, in aggregate, masks its very large non-store retail trade industry, which consisted of almost 4,300 jobs in 2004 or close to 40 percent of the county's jobs.

Average Annual Wage by Industry Division in 2004

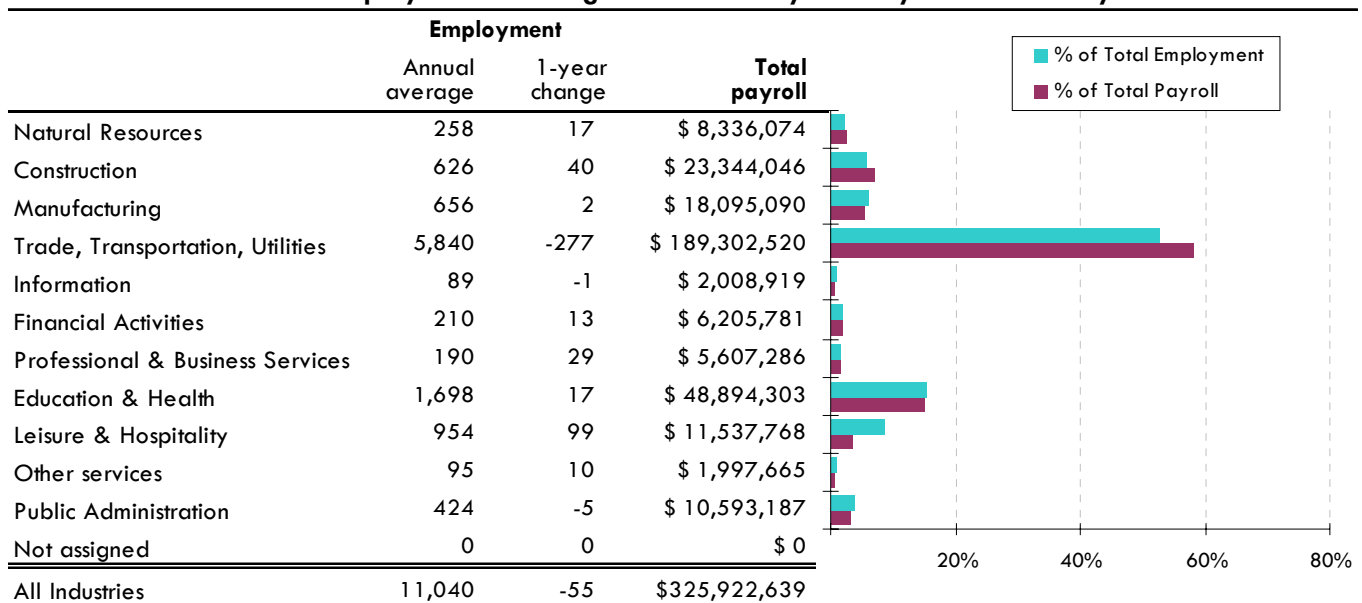
	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Iowa County	Wisconsin	% change
All Industries	\$ 34,749	\$ 29,522	85.0%	2.9%
Natural resources	\$ 27,399	\$ 32,310	117.9%	0.7%
Construction	\$ 41,258	\$ 37,291	90.4%	1.3%
Manufacturing	\$ 44,145	\$ 27,584	62.5%	6.1%
Trade, Transportation, Utilities	\$ 30,088	\$ 32,415	107.7%	4.2%
Information	\$ 41,759	\$ 22,572	54.1%	-10.0%
Financial activities	\$ 45,103	\$ 29,551	65.5%	4.9%
Professional & Business Services	\$ 39,580	\$ 29,512	74.6%	18.4%
Education & Health	\$ 36,408	\$ 28,795	79.1%	2.9%
Leisure & Hospitality	\$ 12,295	\$ 12,094	98.4%	-1.7%
Other services	\$ 20,207	\$ 21,028	104.1%	-5.2%
Public Administration	\$ 36,347	\$ 24,984	68.7%	3.6%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

The Lands' End, Inc. headquarters makes up the overwhelming majority of non-store retailer employment and Iowa County leads all Wisconsin counties with almost one of every five Wisconsin non-store retail jobs. The average wage in this specific retail industry is above county-average and is significantly higher than most retail trade employment, in general.

Manufacturing, the foundation of the state's economy actually makes up a small portion of Iowa County's total jobs. Its six percent share of all jobs ranks well-below the state's 19 percent share. There were only five counties in the state with a lower percentage of manufacturing jobs in 2004.

2004 employment and wage distribution by industry in Iowa County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Private-sector Employers in Iowa County

Establishment	Product or Service	Size (Dec. 2004)
Lands' End Inc	Family clothing stores	1000+ employees
Upland Hills Health, Inc	Nursing care facilities	250-499 employees
Fleet Guard Inc	Misc. general purpose machinery mfg.	100-249 employees
Quantum Devices Inc	Other electronic parts merchant whslrs	100-249 employees
Walnut Hollow Farm Inc	Misc. wood product mfg.	100-249 employees
House on the Rock	Historical sites	100-249 employees
Wal-Mart Associates Inc	Discount department stores	100-249 employees
Brodbeck Enterprises Inc	Supermarkets & other grocery stores	100-249 employees
Cornerstone Foundation	Other residential care facilities	100-249 employees
United Parcel Service Inc	Couriers	50-99 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Iowa County

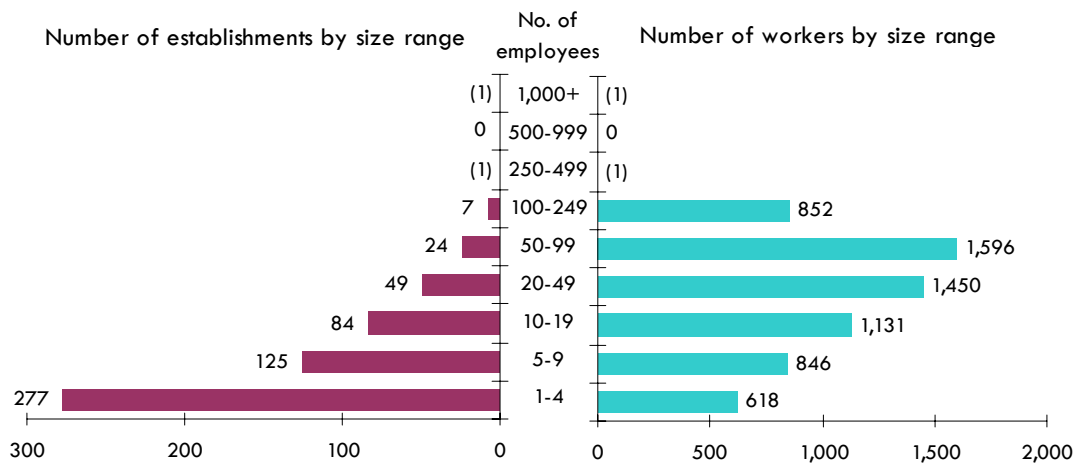
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Nonstore retailers	*	*	not avail.	not avail.
Educational services	8	750	22	-18
Food services and drinking places	37	473	69	36
Nursing and residential care facilities	8	403	33	92
Specialty trade contractors	49	346	-8	63
Hospitals	*	*	not avail.	not avail.
Machinery manufacturing	*	*	not avail.	not avail.
Executive, legislative, & gen government	26	260	11	26
Merchant wholesalers, durable goods	15	226	9	45
Ambulatory health care services	25	190	4	35

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Iowa County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

The previous page's employment distribution was a precursor to this examination of Iowa County's employers. Its top ten employers and its most prominent industries are dominated by trade or trade-related establishments as well as health services providers. Manufacturing, despite its small presence of jobs overall in Iowa County, is represented among its top employers and top employing industries.

Most of the county's employers are small employers. This is not a unique characteristic to Iowa County. Most employers, even nationally, are small businesses that average about 15 employees per establishment. Iowa County's establishments average about 17 employees. This is on par with the state's average number of workers per business establishment.

In terms of employment distribution, this is a bit different than the establishment-size distribution. Most of the county's employment is skewed to organizations with well-above average employment. Though the 1,000+ employee data is suppressed in the graph to the left, most of the employment in Iowa County is in a single establishment with more than 4,000 employees, that is, Lands' End, Inc. The next largest employment segment is those employed in establishments with 50-99 employees.

Per Capita Personal Income

At just over \$27,300, Iowa County's per capita personal income (PCPI) was approximately 89 percent of the statewide average in 2003. Its PCPI ranked 31st highest of the states 72 counties in 2003.

PCPI is defined as total personal income (TPI) divided by the total population. The majority of total personal income, though not exclusive to this list, is made up of wage and salary earnings from employment, dividends from equity or bond holdings, accrued interest, rental property income, retirement benefits, social security benefits and other governmental transfer payments. This income measure is arguably the most referenced statistic in gauging the economic health of an area.

Iowa County is a metropolitan county, but its PCPI is below what some would consider a "metro" level. Of the state's 25 metro counties, it ranks 21st highest.

The county's 19 percent PCPI growth from 1998-2003 was the state's 20th fastest; faster than both the state and national rates. The county's faster total wage and salary earnings growth from 1998-2003 was the reason for its quicker per capita pace. This is supported by the fact that wage and salary earnings, in general, compose about 70 percent of Wisconsin's total personal income, whereas it composes 73 percent of Iowa County's. In sum, the county's quicker total wage earnings, balanced by a stable and growing number of earners (as opposed to those not likely earning wages such as the retired or young children) helped boost this per capita measure.

The two other major com-

ponents of personal income: dividends, interest and rental property income; and transfer payments will likely become a larger portion of the county's income in the future, but neither will become as large a portion as wage and salary earnings. A larger retiree population will be the reason for the share growth of the two latter income components.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Wausara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005